



Tourism Market Overview

Germany, Austria and Switzerland in FY 2012/13

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Trends in the German speaking markets and PR Achievements in 2012 / 2013

- **Market Update:** Germany, Austria and Switzerland
- **FY 2012/2013:** PR Accomplishments and Achievements
- **FY 2013/2014:** Outlook on PR Activities





Germany, Austria and Switzerland

- Market Update -





Germany: An Economic Update 2013

Demographic Facts & Statistics

- Population: 80.4 million inhabitants
(approx. 96 million incl. Austria & Switzerland)
- Labor Force: approximately 41.8 million people
- GNP/citizen: US\$ 43,865 (Source: United Nations)

Travel Market

- 5-6 weeks of paid annual leave
- Germans made 70 million trips in 2012, spending 62 billion Euros for travels
(second to China in the total number of trips)

Source: Statistisches Bundesamt





Germany: An Economic Update 2013



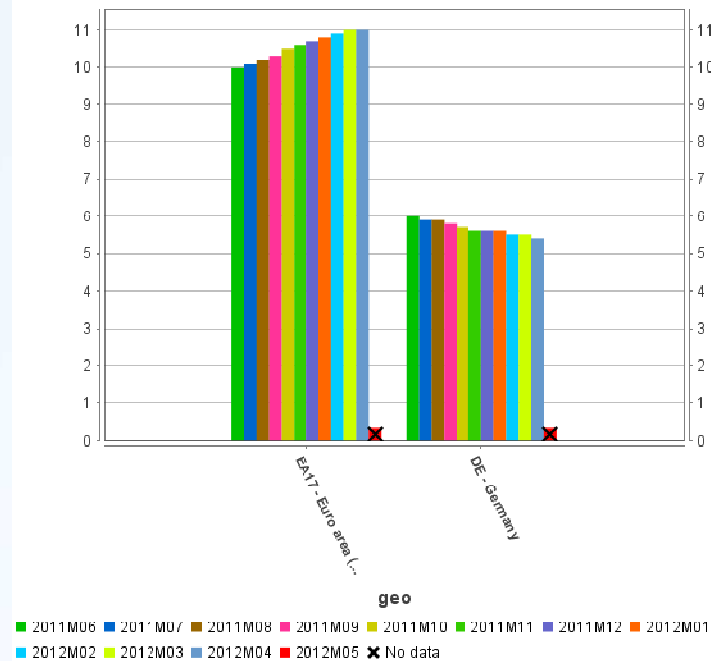
- Germany is the largest economy in Europe and still has the most powerful economy in the Euro zone
- The GDP increased by 2.7% in 2011
0.7% in 2012
- The GDP is expected to grow by 0.3% in 2013
and 1.5% in 2014.
- The inflation rate has fallen below 2% in the past 12 months but it is increasing again (1.8% in June 2013)
- German households are showing a strong buying and travelling behavior





Germany: An Economic Update 2013

Harmonised unemployment rate by sex
% (seasonally adjusted)
Total



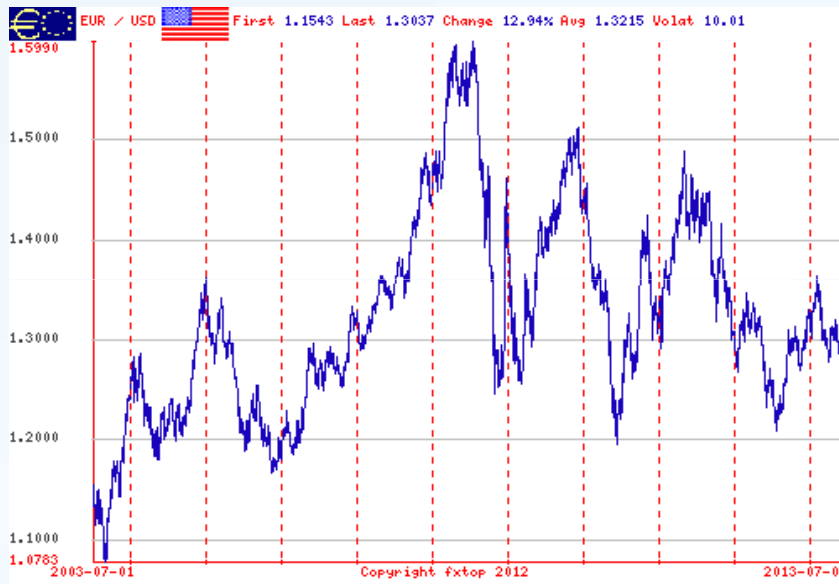
- The German unemployment rate declined to 5.4% in April, the lowest number in the last 20 years.
- At the same time, the unemployment rate of the 17 Euro countries stayed stable at 11% in April 2013.

Source: Eurostat 2013





Germany: An Economic Update 2013



The Euro has become stronger against the US Dollar in the past 12 months again.





U.S. travel forecast for the German speaking countries



Germany

- 2012: 1,88 million
- 2018 (f): 2,09 million



Switzerland

- 2012: 0,477 million
- 2018 (f): 0,531 million



Austria

- 2012: 0,183 million
- 2018 (f): 0,213 million

**→ 2,834 million travellers
in 2018**

Source: ITA Office of Travel and Tourism Industries

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in Germany, Austria, & Switzerland**





German spending in the U.S.



In 2012, German travellers spent 7 billion dollars in the U.S. (+10% compared to 2011)

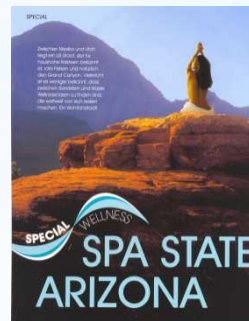
→ German travellers amount for some of the highest per capita spending among all travellers to the U.S.

Source: ITA Office of Travel and Tourism Industries





Public Relations Accomplishments and Achievements in 2012 / 2013



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in Germany, Austria, & Switzerland





General Public and Media Relations Activities

- **Pro-active media calls** and story development
- Visits in editorial offices during a **Solo Media Mission** to Berlin in January 2013 (10 media contacts)
 - ➔ Bild.de will publish 7 travel tips in Arizona in an upcoming article (out of 100 for the entire U.S.)
- **AOT Media Mission** to Hamburg, Munich and Zurich in February 2013 (33 media contacts)
 - ➔ two publications completed fam trips to Arizona already and we work on several additional fam trip requests





General Public and Media Relations Activities

- Reactive media assistance and support of editors' desk research
- Attendance of a [Brand USA Media Event at ITB Berlin](#) (15 media meetings)
- Support and co-organization of 20 journalists during [Press Fam Tours to Arizona](#)
 - ➔ 57 feature articles were generated through press fams
 - ➔ combined media value of US\$ 5.66 million





General Public and Media Relations Activities

- Distribution of monthly Arizona news releases
 - Distribution of monthly Arizona e-mail newsletters
- ➔ **252 articles were generated through the newsletters**
- ➔ **combined media value of US\$ 4.26 million**





General Public and Media Relations Activities

- Frequent updates of Arizona media material and the Arizona press kit
- Strong relationship with the Travel Media



- Arizona text and photo archive
- Monthly result and media monitoring
- Monthly media coverage evaluation and documentation
- Monthly activity reports





Public Relations Achievements in FY 2012/13:

- 438 agency generated Arizona articles and TV broadcasts
 - 170 print articles
 - 259 online articles
 - 9 TV broadcasts
- Total circulation/visitation of more than 351 million



→ Agency generated media value of US\$ 13,35 million





Public Relations Outlook in FY 2013/14:

Effective public and media relations through

- continuous and pro-active media relations efforts
- individual and group media fam trips and Arizona story placements
- Arizona media promotions
- Arizona Media Mission through Germany & Switzerland in May 2014
- many other media activities you can participate in...





What can YOU do for us?

Please send us all your media information, press kits, newsletters and story ideas and add us to your media distribution list so that we can promote your region, hotel or services:

arizona@kaus.info





**Thank you very much for your
attention.**

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